

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

**In re Application of:** Apple, et al.

**Docket No.:** WELL0031

**Serial No. :** Unassigned

**Art Unit:** Unknown

**Filed:** Herewith (2/6/2004)

**Examiner:** Unassigned

**Title:** Personalized gaming and Demographic Collection Method and Apparatus

February 6, 2004

### INFORMATION DISCLOSURE STATEMENT

Commissioner for Patents

Mail Stop DD

P.O. Box 1450

Alexandria, VA 22313-1450

Sir:

This Information Disclosure Statement is submitted:

- (X) under 37 CFR 1.97(b), or  
(within three months of filing national application; or date of entry of international application; or before mailing date of first office action on the merits; whichever occurs last)
- ( ) under 37 CFR 1.97(c) together with either a:
  - ( ) Certification under 37 CFR 1.97(e), or
  - ( ) a \$220.00 fee under 37 CFR 1.17(p), or  
(After the CFR 1.97(b) time period, but before final action or notice of allowance, whichever occurs first)
- ( ) under 37 CFR 1.97(d) together with a:
  - ( ) Certification under 37 CFR 1.97(e), and
  - ( ) a \$220.00 fee under 37 CFR 1.17(d)(2)(ii), and
  - ( ) a \$130.00 petition fee set forth in 37 CFR 1.17(i)(1)  
(Filed after final action or notice of allowance, whichever occurs first, but before payment of the issue fee)

( X ) The Commissioner is authorized to charge any additional fees or credit any overpayment to Deposit Account No. 07-1445 (Order No. WELL0031). A copy of this sheet is enclosed for accounting purposes.

(X) Applicant(s) submit herewith Form PTO 1449 -- Information Disclosure Citation together with copies of patents, publications or other information of which applicant(s) are aware, which applicant(s) believe(s) may be material to the examination of this application and for which there may be a duty to disclose in accordance with 37 CFR 1.25.

( ) A concise explanation of the relevance of foreign language patents, foreign language publications and other foreign language information listed on PTO Form 1449, as presently understood by the individual(s) designated in 37 CFR 156(c) most knowledgeable about the content is given on the attached sheet, or where a foreign language patent is cited in a search report or other action by a foreign patent office in a counterpart foreign application, an English language version of the search report or action which indicates the degree of relevance found by the foreign office is listed on form PTO 1449 and is enclosed herewith.

It is requested that the information disclosed herein be made of record in this application.

Respectfully Submitted,



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<b>Form 1449 (Modified)</b>  <b>Information Disclosure</b>  <b>Statement By Applicant</b>	Atty. Docket No.: WELL0031	Serial No.: Unassigned
	Applicant: Apple, et al	Examiner: Unassigned
	Filing Date: Herewith	Group: Unassigned

**U.S. Patent Documents**

Examiner Initial	No.	Patent No.	Date	Patentee	Class	Sub-class	Filing Date
	A	5,826,240	10/20/1998	Brockman, et al	705	11	1/18/1996
	B	6,125,356	9/26/2000	Brockman, et al	705	37	9/15/1997
	C	6,134,318	10/17/2000	O'Neil	379	266	3/19/1997
	D	6,279,112	8/21/2001	O'Toole, I Jr., et al	713	201	10/29/1996
	E	6,269,343	7/31/2001	Pallakoff	705	26	8/18/1999
	F	6,236,977	5/22/2001	Verba, et al	705	10	1/4/1999
	G	6,216,111	4/10/2001	Walker, et al	705	14	3/19/1997
	H	6,208,721	3/27/2001	Feinberg, et al	379	134	1/22/1999
	I	6,131,085	10/10/2000	Rossides	705	1	8/28/1996
	J	6,119,101	9/12/2000	Peckover	705	26	1/17/1997
	K	5,917,902	6/29/1999	Saucier	379	242	3/7/1997
	L	5,864,604	1/26/1999	Moen, et al	379	88	1/6/1997
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	N	6,298,356	10/2/2001	Jawahar, et al	707	201	11/20/1998
	O	6,289,382	9/11/2001	Bowman-Amuah	709	226	8/31/1999
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	R	6,115,737	9/5/2000	Ely, et al	709	203	7/24/1996
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	U	6,188,762	2/13/2001	Shooster	379	265	12/1/1997
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	W	5,097,528	3/17/1992	Gursahaney, et al	379	67	2/25/1991
	X	5,784,608	7/21/1998	Meske, Jr., et al	395	602	6/21/1996
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	b	5,956,693	9/21/1999	Geerlings	705	14	7/19/1996
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	n	6,289,333	9/11/2001	Jawahar, et al	707	2	11/20/1998

**Foreign Patent or Published Foreign Patent Application**

Examiner Initial	No.	Document No.	Publication Date	Country or Patent Office	Class	Sub-class	Translation	
							Yes	No
✓	o	EP 0866407	9/23/1998	EP	G06F	17/30	X	
✓	p	EP 1120732	8/1/2001	EP	G06F	17/60	X	
✓	q	EP 1085443	3/21/2001	EP	G06F	17/60	X	
✓	r	WO 01/44999	6/21/2001	PCT	G06F	17/60	X	
✓	s	WO 00/67191	11/9/2000	PCT	G06K		X	
✓	t	WO 00/11570	3/2/2000	PCT	G06F	17/00	X	
✓	u	EP 0 926 614	6/30/1999	EP	G06F	17/60	X	
✓	v	EP 1 298 902	4/2/2003	EP	H04M	3/51	X	
✓	w	WO 01/22255	3/29/2001	PCT	G06F	17/00	X	

**Other Documents**

Examiner Initial	No.	Author, Title, Date, Place (e.g. Journal) of Publication
/	x	<u>Application of Dimensionality Reduction in Recommender System- A Case Study</u> ; Badrul M. Sarwar, George Karypis, Joseph A. Konstan, and John T. Reidl.
/	y	<u>E-commerce Recommendation Applications</u> ; J. Ben Schafer, Joseph A. Konstan, John Reidl.
/	z	<u>Intelligent electronic Catalogs for Sales Support: Introducing Case-Based Reasoning Techniques to On-Line Product Selection Applications</u> ; Ivo Vollrath, Wolfgang Wilke, and Ralph Bergman.
	AA	<u>IT-Enabled Incentive Schemes in Telephone Banking</u> ; Klaus Sandbiller, Andrea Will, Hans. U. Buhl and Barrie R. Nault; 30 <sup>th</sup> Hawaii International Conference on Systems Sciences; 1996 IEEE.
	BB	<u>Watch This Channel</u> ; E. Rassmusson; Sales & Marketing Management; June 2000.
	CC	<u>A Comparative Study of Business To Consumer Electronic Commerce Within the Australian Insurance Sector</u> ; G.I. Costello, and J.H. Tuchen; Journal of Information Technology; September 1998.
	DD	<u>Intelligent Sales Support on the Web: Using Case Based Reasoning Techniques for On-Line Catalogs and Product Data Bases</u> ; Ivo Vollrath, Wolfgang Wilke, and Ralph Bergmann; January 9, 1998.
	EE	<u>Personalized Hypermedia Presentation Techniques for Improving Online Customer Relationships</u> ; Alfred Kobsa, Jurgen Koenemann, and Wolfgang Pohl.
	FF	<u>Analysis of Recommendation Algorithms for E-Commerce</u> ; Badrul Sarwar, George Karypis, Joseph Konstan, and John Riedl.
	HH	<u>Tailoring the Interaction with Users in Web Stores</u> ; Lillian Andissono, and Anna Gov.

	II	GIRAUD-CARRIER, C. et al.; <u>Learning Customer Profiles to Generate Cash over the Internet</u> ; Department of Computer Science, University of Bristol, Bristol, England; BT Laboratories, Martlesham Heath, Ipswich, England.
	JJ	WITTENSTEIN, M.; <u>Adaptive Marketing: Building an Intuitive Enterprise</u> ; IBM Global Services, Somers, NY; 2000.
	KK	PILLER, F.T. et al.; <u>Individualization Based Collaborative Customer Relationship Management: Motives, Structures, and Modes of Collaboration for Mass Customization and CRM</u> ; Arbeitsbericht Nr. 29 (Mai 2002) des Lehrstuhls für Allgemeine und Industrielle Betriebswirtschaftslehre der Technischen Universität München; Quinn Mills et al. (Eds.): Collaborative Customer Relationship Management, Harvard Business School, forthcoming in 3 Q 2002.
	LL	JONKER, C.M. et al.; <u>A Multi-Agent Architecture for an Intelligent Website in Insurance</u> ; Vrije Universiteit Amsterdam, Department of Artificial Intelligence De Boelelaan 1081a, 1081 HV Amsterdam, The Netherlands; Ordina Utopics BV, Leusden, The Netherlands.
	MM	LYDIARD, T. et al.; <u>Realizing Real Commercial Benefit from Workflow: A Report from the Trenches</u> ; Finance Sector, Global Services, IBM UK Ltd; Artificial Intelligence Application Institute, Division of Informatics, The University of Edinburgh; CIRL, University of Oregon.
	NN	BUENZLI, G. et al.; <u>Utilizing Web Based Interactive Technologies To Strengthen eCommerce Offerings</u> ; University of Colorado at Boulder.

Examiner: Initial citation considered. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.